





O. 35 FEBRUARY 20

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR
BERN MENDOZA ASSOCIATE ART DIRECTOR

- A MAD Look at Advertising, MAD #423, Nov 2002
- A MAD Look at a TV Commercial, MAD #170, 0ct 1974
- Advertising Makes You Wonder..., MAD #218, Oct 1980
- Spy Vs. Spy, MAD #472, Dec 2006
- MAD's Artist Response to an Article "Draw This Figure" Ad, MAD #178, Oct 1975
- Sad Men (MAD TV Parody), MAD #508, Apr 2011
- The Television Commercial, MAD #380, Apr 1999
- While Strolling Through the City, MAD #120, Jul 1968
 - Fool-Aid, MAD #67, Dec 1961
- 24 If TV Commercials Told Us Everything, MAD #181, Mar 1976
- A TV Commercial We'd Like To See Scam WOW!, MAD #501, 0ct 2009
- More Effective Advertising Spaces, MAD #123, Dec 1968
- When the Government Allows Product Placement in The Pledg of Allegiance, MAD #464, Apr 2006
- TV Ads We'd Like to See The Clawettes Commercial, MAD #49, Sep 1959
 Let's Kill-off Ridiculous Ad Campaigns. MAD #96, Jul 1965
 - TV Commercial Aids, MAD #96, Jul 1965
- One Friday Morning, MAD #201, Sep 1978
- Comic Book Ads!, MAD #21, Mar 1955
- TV Ads We'd Like to See The Colgrate Commercial, MAD #49, Sep 1959
- Trademark Graffiti, MAD #169, Sep 1974
- Advice on How to Become a Great Velcro™ Vendor: Stick With It and Don't Get Ripped Off
- 50 Burger King Funnies, MAD #464, Apr 2006
- MAD's Consumer Believe It or Nuts, MAD #313, Sep 1992
- A TV Ad We'd Like to See The Shill Gasoline Commercial, MAD #119, Jun 1968
- I Just Put a Gas Station Attendant in My Tank!, MAD #92, Jan 1965
- Better Vision Business Association, MAD #82, Oct 1963

CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots
INSIDE BACK COVER A MAD Fold-in by Johnny Sampson
VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés
COVER ARTIST Scott Anderson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference. SERGE-IN GENERAL DEPT.













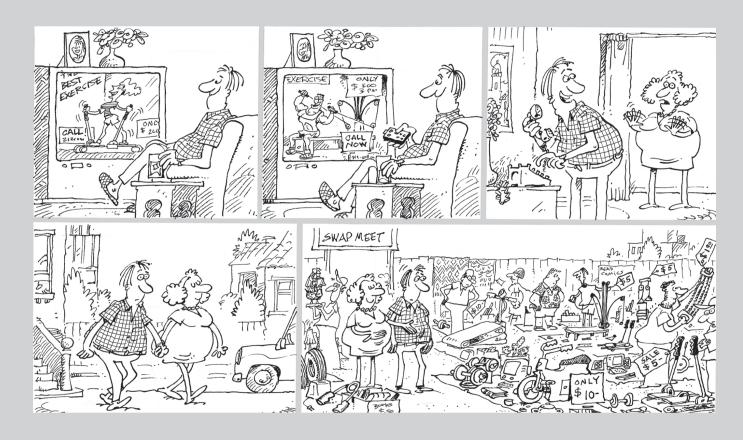












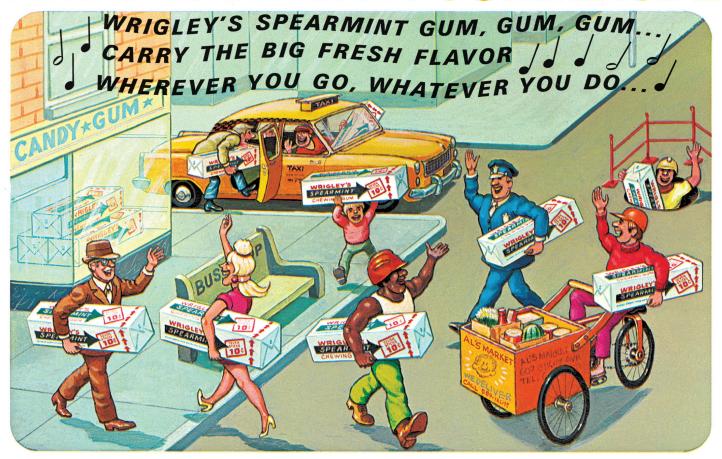








A MAD LOOK ATATV COMMERCIAL



WRITER & ARTIST AL JAFFEE





Advertising has become so unbelievable that we no longer expect products to cost as little or perform as well as we're promised they will. In fact, the approach taken by advertisers has lost all touch with reality. So we just browse through magazines or stare glassy-eyed at TV and let the sponsors' incredible claims flow right past us without even bothering to resent the fact that we're being fed a steady diet of baloney. MAD urges its readers to become more alert amid the snow lobs that are piling up drifts all around them. Start analyzing those ads you now ignore, and see how few you can force yourself to swallow once you actually pay attention to them! Because...

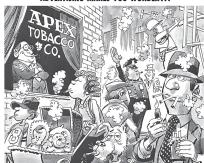
ADVERTISING MAKES YOU WONDER...

ADVERTISING MAKES YOU WONDER...



whether anyone in real life would actually walk into a crowded drug store and loudly start discussing his hemorrhoids with the pharmacist.

ADVERTISING MAKES YOU WONDER...



... what the banning of cigarette commercials on radio and TV has proved, except that the tobacco companies can save advertising money and still sell their products!

ADVERTISING MAKES YOU WONDER...



... why a company that doesn't own a blimp should necessarily make better-or worsetires than a company that does own a blimp!

ADVERTISING MAKES YOU WONDER...



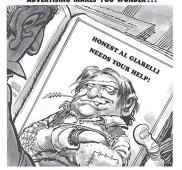
... what's so great about being able to call anywhere in the country after 11 P.M. for 85g, unless you have lots of faraway friends you love to wake up in the middle of the night!

ADVERTISING MAKES YOU WONDER...



why stores only offer real bargains at their "Going Out of Business' sales when they wouldn't have had to go out of business if they'd lowered their prices earlier!

ADVERTISING MAKES YOU WONDER...



why a politician would spend \$10,000 on a full-page newspaper announcement to tell you he's a poor man in need of your contribution!



. . . how companies invariably know that their offers are being made "... for a limited time only!" but they never seem to be able to tell you what that time limit will be!



why your choice of deli products should be influenced by what an inarticulate three-year-old on TV tells you he prefers to eat!

ADVERTISING MAKES YOU WONDER...



... how breweries can claim their "New Light Beer" is a "major scientific discovery" when simply adding water doesn't seem like much of a discovery at all!

ADVERTISING MAKES YOU WONDER...



. . . how you get on mailing lists to receive sales letters that speak of "busy executives like yourself" when you're not even out of high school yet!



... what oddball type of car can use those tires you see offered for "only \$19" when the size that fits your compact always seems to cost \$49.50!

ADVERTISING MAKES YOU WONDER...



... whether any marriage was ever actually saved be-cause the wife found a product that reduced static electricity in her husband's newly-laundered socks!



why radio stations buy commercials on TV stations merely to announce that you'll encounter fewer commercials on radio stations than you will on TV stations!

ADVERTISING MAKES YOU WONDER...



... how a coffee company that just raised its price by a dollar a pound has the gall to send you coupons good for 50¢ off on every pound you buy at the new price!

ADVERTISING MAKES YOU WONDER...



... how companies that make up a patented name for their own particular variety of plastic think that's going to prevent you from noticing that the stuff is still plastic!



. . . exactly how the "cheapest motel in town" cuts corners on room maintenance so it can afford all those big expensive billboards out on the highway!

ADVERTISING MAKES YOU WONDER...



... where Supermarkets, claiming to sell at rock bottom prices, get all that extra money to run contests that give away free Hawaiian vacations!

ADVERTISING MAKES YOU WONDER...



... why a gorgeous model, who has the world at her feet, would ever have to worry about choosing the right brand of "kitty litter"!

ADVERTISING MAKES YOU WONDER...

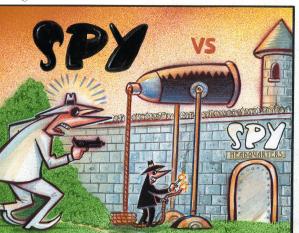


... why the auto makers, who have always known how to make gasoline engines that go 25 miles to the gallon, never showed any interest in doing so until recently!

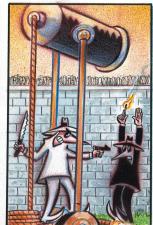


... why 75 million American men placidly ate mashed potatoes all those years if every one of them would have really preferred stove-top stuffing with his chicken! 9













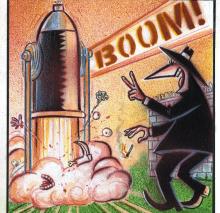








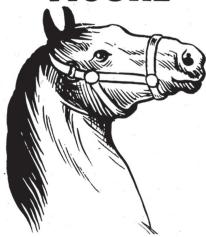






MAD ARTISTS' RESPONSE TO AN ARTICLE

DRAW THIS FIGURE



WE'LL EVALUATE YOUR ARTISTIC TALENT FREE!

HORSE DRAWERS' ART INSTRUCTION SCHOOL

Penthouse Suite Odd Fellows Bldg. Endless Plains, Kansas

I enclose my horse. Please evaluate it and let me know if I have enough talent to become a paying student in your Art School.

NAME Don Martin

NAME Bob Clarke

NAME Jack Rickard

NAME Paul Coker, Jr.

NAME Al Jaffee

NAME Sergio Aragones

NAME Angelo Torres

NAME Dave Berg

NAME George Woodbridge

NAME Antonio Prohias

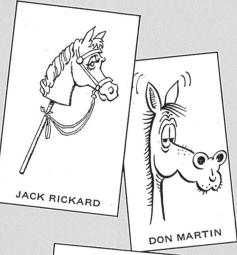
NAME Mort Drucker

NAME Jack Davis

ADDRESS MAD Magazine

New York,

STATE New York 10022



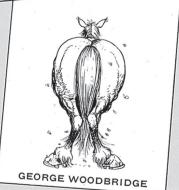




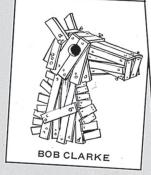




JACK DAVIS









HORSE DRAWERS' ART INSTRUCTION SCHOOL INTER-OFFICE MEMO

Sid-We got some "live ones" here! Not an ounce of talent in the bunch! Sign 'em up-quick! Art

IT'S AN AD, AD, AD, AD WORLD DEPT.

Flashback time. Let's go back to the early 1960s. Skies were blue, fish were jumpin', polar bears had a place to stand and ad men were smoking, drinking and carousling. This was a difficult time in America. It was before Netflix, Google, smart phones and texting. Yes, we're all thinking the same thing. How the hell could anyone live under such conditions? Let's peek in on the lives of some...

SADMEN

WRITER ARNIE KOGEN
ARTIST TOM RICHMOND

Before I give my speech, I need a drink! I'm Grogger Spilling — senior partner at the Spilling Hooped agency. I'm what the early skites advertising world is all about. It's all Waspy white guys! Women are second class are no gays, no leves, no minorities, no immigrants. Even people with a tan have trouble getting in the door! I'm on my third drink and second wife I he scotch.

is aged 30 years, which is six more than my new wife!

God, I'm looped! Okay, the speech is over, I need a refill.

I'm Preggy Woesome. I started out as a typist but I've worked hard and I've come a long way! Now I'm a speed typist! I'm also a copywrite Grogger may be sloshed, but he's Grogger may be sloshed, but he's second class citizens. Around here, women don't work with the men in the office, they work under them! Which explains how I ended up pregnant during my first year here!

I'm Dom Dripper, creative director at Spilling Hooper! I'm a brilliant, smooth talking, hotshot ad man! In the boardroom or the bedroom I get rave reviews. I can sell floor wax to the public and I can sell myself to women. In either case, I promise no scuff marks! I don't know what that means, but I don't have to. I'm Dom Dripper. I'm a legend!

I have a tangled personal life and often go off on drunken binges. Through it all, I manage to look perfect. Doesn't matter if I'm in a fancy restaurant in New York or my head is stuffed in a tollet in Tijuana, I always have a perfectly pressed suit and a perfectly pressed white shirt and collar. At the next Clio Awards ceremony, when I'm again named Ad Man of the Year, I'm going to thank the man most responsible for my success—my dry cleaner!

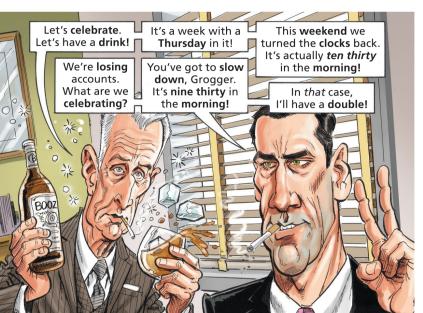
I'm Pleat Crumble. I'm the go-to-guy for obnoxiousness! I'm pretentious, ambitious, smug, pompous and slimy. If dome up with more adjectives, but I don't have the skill! I'll let Preggy come up with them and then just take credit. Who really cares? She's a girl, It's the skites. It's allowed. My official title at Spilling Hooper: Executive Account Wessel!

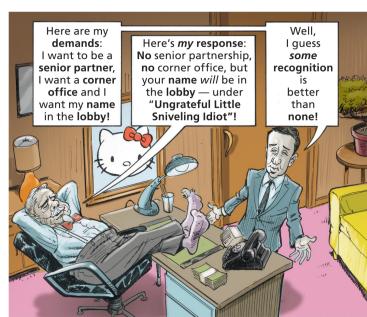
I'm Jutt Holiday, I run the office here at Spilling Hooper. I schedule meetings, I solve problems. If I have to, I can take shorthand, I type 800 words a minute, I was voted "Miss Carbon Paper 1961"! But no matter how brilliant I am, no matter how dazzling nw stenographic skills.

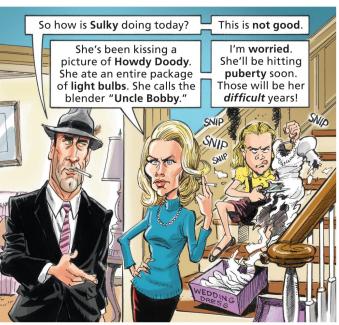
as far as the guvs in the office

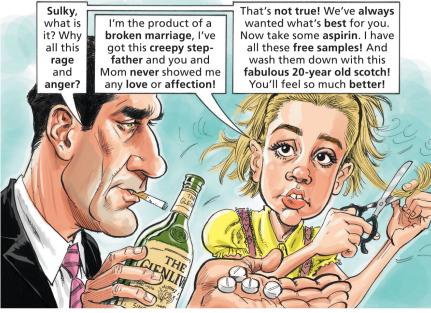


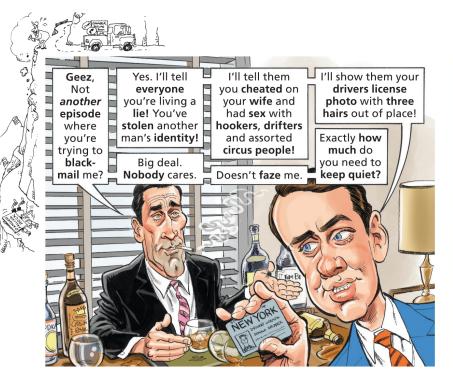


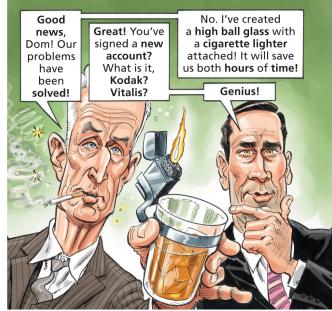


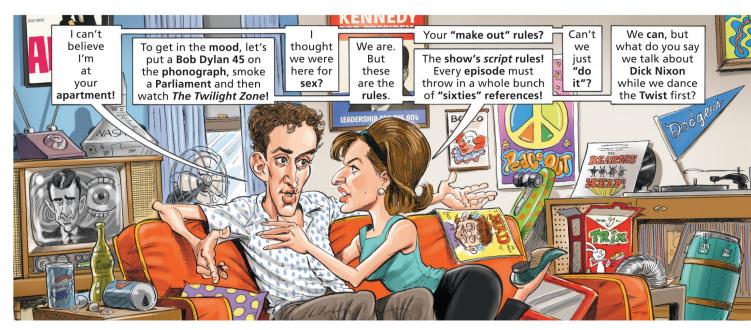




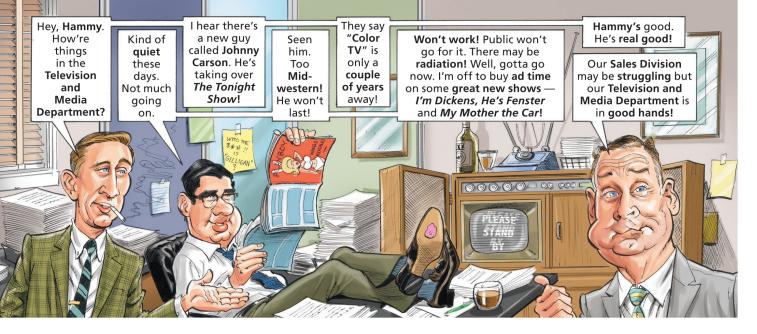




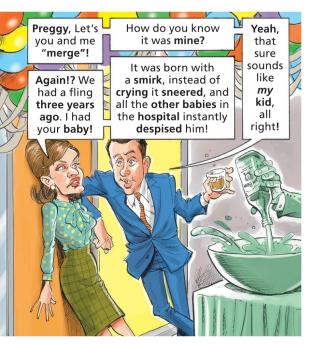


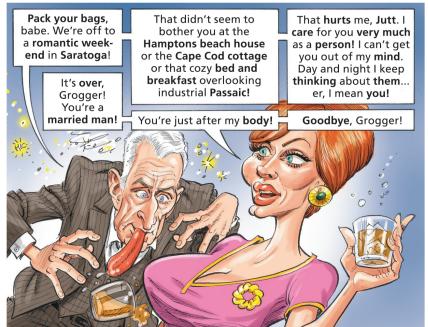


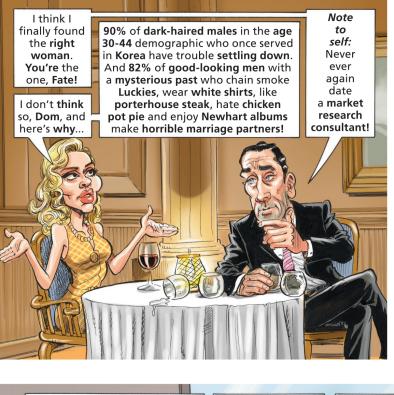




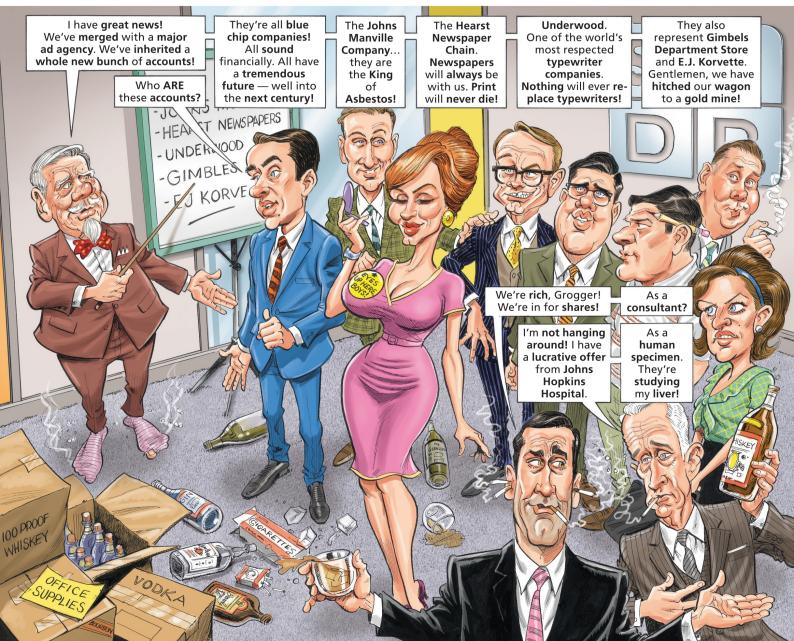


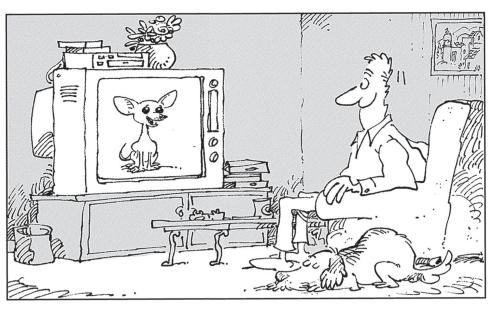




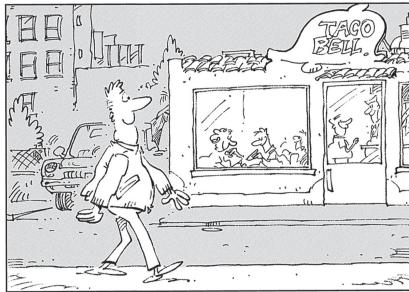


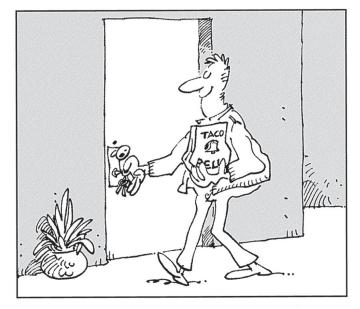


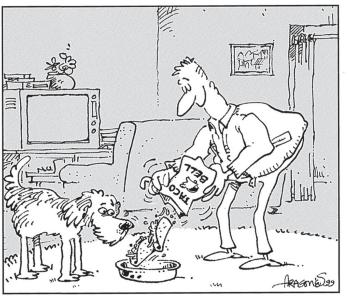












WHILE STROLLING



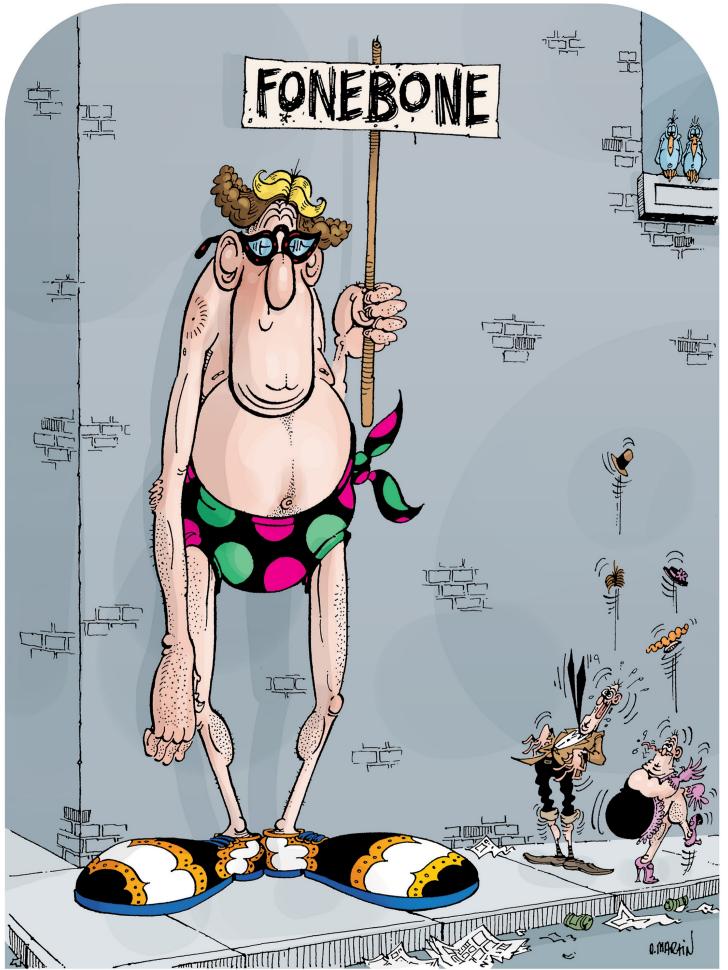


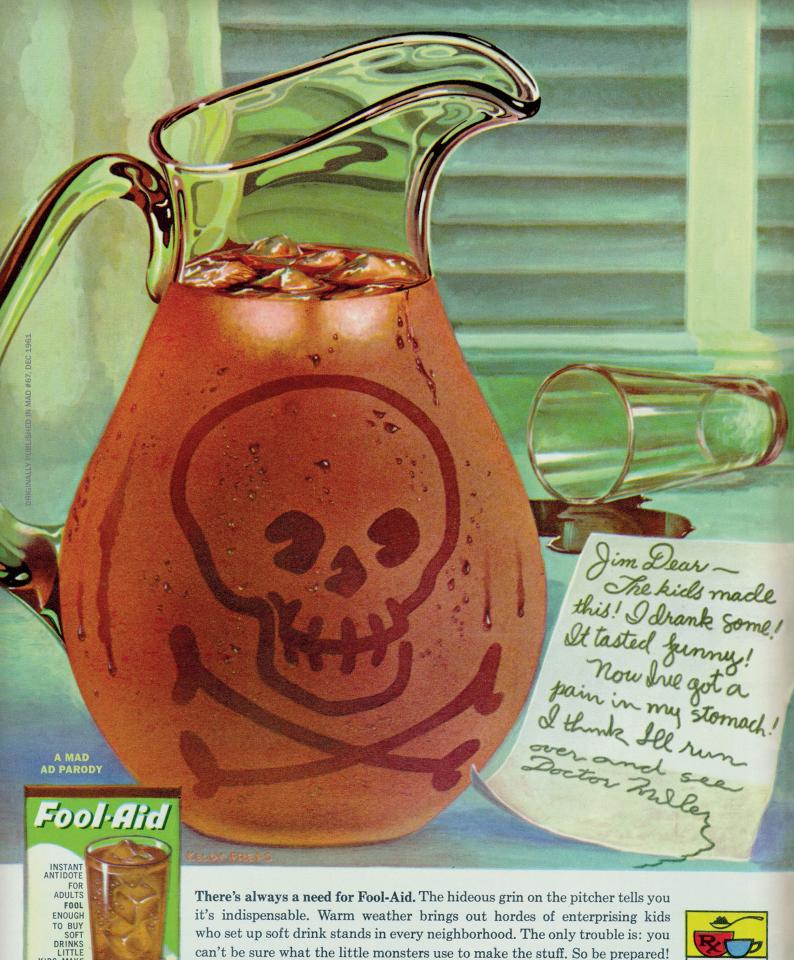
WRITER & ARTIST DON MARTIN

COLORIST CARL PETERSON









it's indispensable. Warm weather brings out hordes of enterprising kids who set up soft drink stands in every neighborhood. The only trouble is: you can't be sure what the little monsters use to make the stuff. So be prepared! Always carry Fool-Aid — the instant antidote for poisons taken internally.



KIDS MAKE



If you're a typical MAD Reader, you know that television commercials insult your intelligence—mainly because we've told you, although you lack the intelligence to figure out why. So now, we're gonna tell you why! The tricky thing about TV commercials is that they don't quite lie to us...they just bombard us with so many favorable statements, statistics, endorsements, homey playlets, and "scientific" comparison tests that we never really think about the important and unfavorable facts that have been deliberately left out. Here, then, is MAD's idea of what it would be like if...

IF TV COMMERCIALS TOLD US EVERYTHING

WHAT THEY TELL US ...

My 14-year-old son, Blinky, spends all his after-school hours rolling on our front lawn! Just look at these stubborn grass stains ground into his tee shirt! Getting them out is a job for "TIDY"... the heavy-duty laundry detergent!



WHAT THEY TELL US . . .

No place in the world . . . except on

IGNITED AIRLINES . . . can First Class

passengers enjoy watching exciting

National Hockey League highlights as

they fly from New York to Los Angeles!

I never would have believed it! After only one washing in "TIDY," the grass stains are miraculously gone, and the vividly colored stripes are back in Blinky's tee shirt! It takes a strong laundry detergent to do that!



And no place in the world can you dine on Prime Roast Beef that compares to



THE PART THEY LEAVE OUT ...

It ALSO takes a strong laundry detergent to do THIS! After only three MORE washings in "TIDY," the vividly-colored stripes are ALSO miraculously gone . . . along with the REST of the shirt!



THE PART THEY LEAVE OUT ...

Of course, IGNITED's First Class fare is \$257, compared with only \$182 in Coach! So . . . like I said . . . there's no place in the world where you can pay \$75 to get a dish of Roast Beef



WHAT THEY TELL US . . .

t's true, friends! The "HUNDRED BIGGEST-SELLING SONG HITS" of all time are now available on this single Long Playing Record for only \$7.98! Just think of it . . . !



THE PART THEY LEAVE OUT ...

But don't think about it long enough to realize what happens when we jam a hundred song hits onto a single Long Playing Record! You get such a little piece of each song, you'll never know what you're listening to!

WHAT THEY TELL YOU ...

With the help of these average housewives, we're going to show you how the nuisance of sticky pots and pans can be avoided by cooking in pure "FAZOOLA OIL"!



Nine out of ten of our typical homemakers discovered that eggs fried in "FAZOOLA" slide off the pan more easily than those cooked in any of the other leading oils!



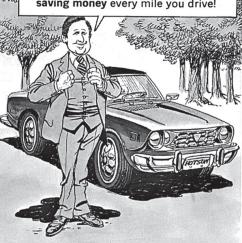
THE PART THEY LEAVE OUT ...

Nine out of ten ALSO discovered that eating slippery eggs can be a nauseating experience! But if you'd rather throw up than scrub a few dirty pots and pans, then

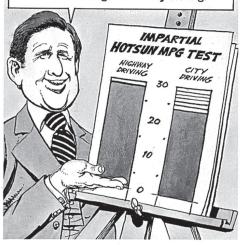


WHAT THEY TELL US . . .

Some manufacturers offer one-time cash rebates when you buy a new car!
But with a 1976 "HOTSUN," you GO ON saving money every mile you drive!



In a recent impartial test, a fullyequipped "HOTSUN" averaged 29 miles to a gallon in highway driving . . . and 24 miles to a gallon in city driving!





THE PART THEY LEAVE OUT . . .

Interestingly, I notice here that the same professional driver, riding on equally over-inflated tires, averaged 28 miles to a gallon in a Cadillac Eldorado . . . and 27 in a Mack Truck!



WHAT THEY TELL US ...

We're using these stopped-up sinks to compare the effectiveness of "YICKY PLUMBER DRAIN OPENER" against that of the other two leading brands . . .



In seconds, "YICKY PLUMBER" unblocks the drain in the sink, while the other two brands are still at work! That's because "YICKY PLUMBER" contains a combination of powerful ingredients that cut right through food, grease and hair that can clog your drain!



THE PART THEY LEAVE OUT ...

Naturally, those powerful ingredients also cut right through the copper and steel pipes that keep food, grease, hair and other yech from spilling all over your floors in the first place!



WHAT THEY TELL US ...

Tired of the nightly chore of scrubbing your dentures by hand? Then watch this demonstration: We're dipping a string of pearls made of denture material into this pot of boiling cherry preserves!

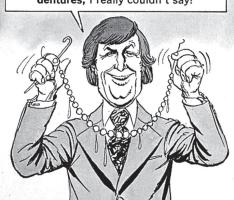


Now, we're placing the pearls in miraculous new "FIZZODENT!" Notice how "FIZZODENT's" bubbles work like millions of tiny brushes to clean stains away, even in hard-to-reach places between the pearls! So now you've seen the proof!

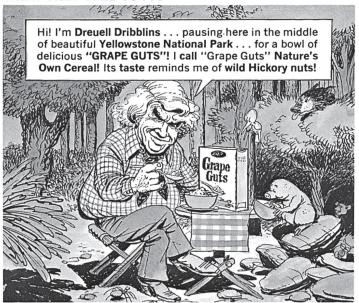


THE PART THEY LEAVE OUT ...

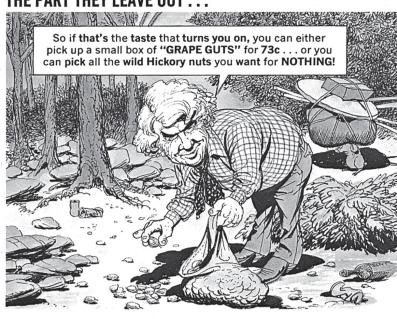
Proof that "FIZZODENT" works great if you happen to have round teeth held together by flexible string with lots of open space between them! But what it proves about cleaning NORMAL dentures, I really couldn't say!



WHAT THEY TELL US . . .



THE PART THEY LEAVE OUT . . .



WHAT THEY TELL US ...

Listen to what these top TV engineers have to say about the great new **RZA Color Set!**

Here on NBZ's "Soft Female Police Person.' our TV Control Room monitors are all RZA Color Sets! We never use any other kind!



Here on the set of NBZ's "Cheeko And The Bigot," our studio audience sees all the action on RZA Color Sets! RZA is the only brand we ever use!

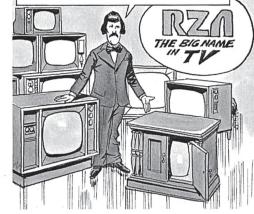


There's plenty of excitement on NBZ's "Rockford Nailfiles," and we watch it all on RZA Color Sets that the Network provides for our private screenings!



THE PART THEY LEAVE OUT ...

Those testimonials can sound mighty convincing, unless you happened to notice that the engineers we just interviewed all work for NBZ, which is OWNED by RZA! So what equipment would you EXPECT them to use . . . ?!



WHAT THEY TELL US . . .



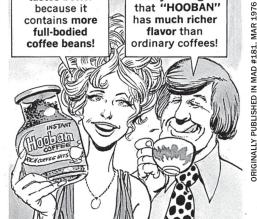
More coffee, anyone?

Mind your own business, Gwen! I will have another cup of Fern's coffee! It's not like the watery slop YOU make!



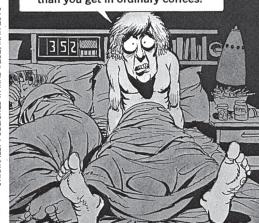
That's because it's "HOOBAN," the brand that tastes better because it contains more full-bodied coffee beans!

I think it's great! I just wish I'd found out years ago that "HOOBAN" has much richer flavor than ordinary coffees!



THE PART THEY LEAVE OUT ...

I also wish I'd found out years ago that putting in more full-bodied beans gives you a lot more CAFFEINE than you get in ordinary coffees!



THERE'S A SOAKER BORN EVERY MINUTE DEPT.

SOMMERCIAL WE'D LIKE TO SEE



WRITER DICK DEBARTOLO ARTIST TOM BUNK















I even use it to soak up the











ScamWow is machine washable! Of course it absorbs











Right now you can get 4 ScamWows for









With billboards coming down all over the country in an effort to "Beautify America," the creative geniuses on Madison Avenue will have to come up with something to take their place... something with just as much visual impact. Which brings us to this article. (Okay, smarty-pants, so turning the page was what brought you to this article!) Here, then, are several MAD suggestions for ...

MORE EFFECTIVE ADVERTISING SPACES





In our crass, vulgar society, product placement is everywhere—there's Dr. Pepper in Spider-Man, the Lakers play at the Staples Center and professional boxers even have website names painted on their backs! So what's keeping government from selling out The Pledge of Allegiance? Sure, it goes against everything our country was founded on—but, more importantly, if we list a bunch of products in it'd also make us a ton of money! (And isn't that what our country is all about now?) Here's what you can expect...





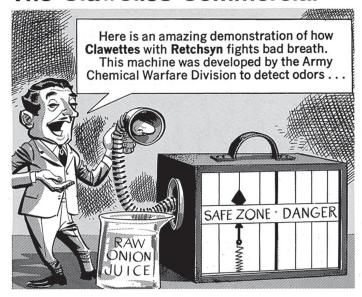


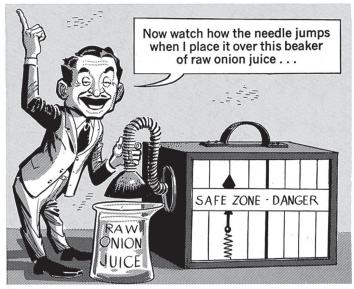
TYADS

WE'D LIKE TO SEE

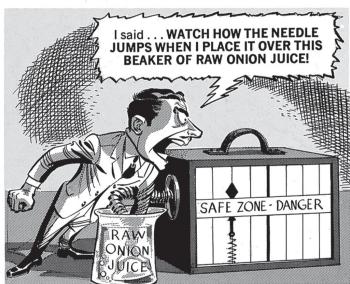
The Clawettes Commercial

ARTIST JOE ORLANDO















Before Our Minds Go SNAP! CRACKLE & OOM-PAH-POP!

If you advertisers have to blow your own horns, why tie your products to unrelated activities? Mainly, what's eating a Breakfast Cereal got to do with playing a musical instrument.

Boy...we just can't swallow that!

ORIGINALLY PUBLISHED IN MAD #96, JUL 1965

"Nuts to you each morning"





Some time back (MAD #81), we published "The MAD Plan For Beating TV Commercial Breaks" which offered suggestions and methods for effectively, productively and enjoyably filling the valuable time taken up by idiotic TV ads. Now, MAD offers the following article for those lazy slobs who just cannot bring themselves to leave their TV set for something constructive ... who just sit there, enduring the pain of those ridiculous commercials. For you, MAD has created these

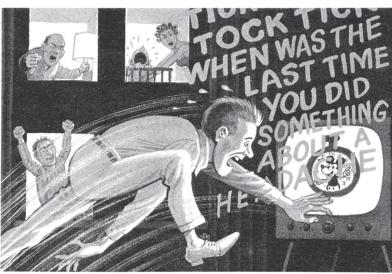
TV-COMMERCIAL AIDS

OR, HOW TO LIVE WITH TELEVISION COMMERCIALS— AND STILL NOT GO OUT OF YOUR EVER-LOVIN' MIND

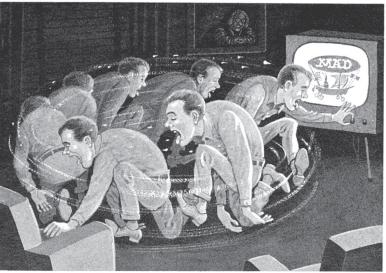
WRITER & ARTIST AL JAFFEE



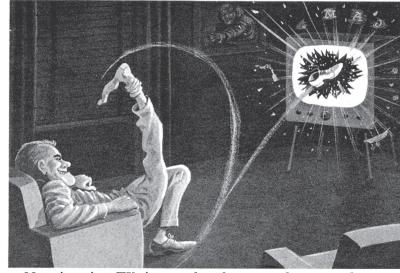
Aside from appealing to the moronic, the neurotic and the just-plain-sick, there's another irritating aspect to all TV commercials. This is especially apparent during late evening hours when the typical TV viewer is straining to catch the sound that has been purposely tuned very low so as not to disturb sleeping children or crabby neighbors.



Suddenly, the commercial comes on like a 21-gun saluteand the viewer must make a mad dash to the set in order to turn down the volume. Then he's got to stand there for three or four minutes while five or six commercials are run off and the program resumes. Only then can he dare to turn the volume up again and return wearily to his seat.

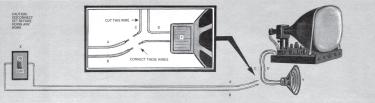


Some lucky set owners have remote control units that can turn sound down from across the room. But vast majority of viewers do not own them, and must run back and forth 20 or 30 times an hour to control commercial nuisance.



Many ingenious TV viewers, when they can no longer stand it, have spontaneously created a primitive form of remote control like the one shown above. Unfortunately, this has its limitations since it can only be used once an evening. 35

A SIMPLE REMOTE SOUND-CONTROL DEVICE THAT ANYONE CAN MAKE



This is a simple Remote Control unit which any idiot can assemble and install, so ask an idiot to help you. Wires A and B lead from ordinary "On-OB" switch X [purchased at any hardware store] to TV set speaker T, Note that T peaker has two wires C and D which come from TV chassis. Cut one of these and connect ends of A to B to cut ends of speaker wire as shown in the close-up drawing. Tape have splices, and your Remote Control is ready for operation.

VIEWER ENJOYING HOMEMADE "TV-COMMERCIAL SOUND-OFF" DEVICE



Imagine! Now—with this simple Remote Control Unit—just a flick of your finger and you've knocked off the sound and rendered ineffective an offensive TV commercial! And what funit is, when you realize that you're destroying a commercial that cost the sponsor maybe \$50,000 or more to produce with a switch that cost maybe 50c to produce!

ADDITIONAL COMPONENTS THAT COULD MAKE TELEVISION VIEWING ALMOST WORTHWHILE

For the really dedicated TV-Commercial hater, the simple Remote Control "Sound-Off" Unit may not be enough. So here are some more sophisticated approaches to the problem. These can be assembled and installed in one or more units, depending upon how much time and money one wants to waste on this silly business. Just look at how much of it has been spent already just to bring you this article.

FUNNY MOUTHINGS UNIT



For many, a silent picture on TV may seem out of place, so this light-hearted device can be fun. It consists of a pre-taped dialogue which replaces the words of the commercial announcer when is sound is knocked off, and makes his pitch even more idiotic than it actually is.

MUSICAL INTERLUDE UNIT



For those who may find ridiculous dialogue synchronized with a TV-commercial equally boring, this simple unit can be employed. It consists of recorded musical selections which start to play automatically when the sound is knocked off. You listen to soothing melody while announcer mimes.

DRAW CURTAIN UNIT



This component is designed for those viewers who prefer not to have their musical interludes marred by repugnant pictures. It automatically closes curtain over TV screen when music comes on, eliminating disgusting views of bad breath, gassy stomachs, etc., so viewers can eat a snack.

STILL PICTURE UNIT



For those viewers who would not be satisfied to stare at a blank curtain while listening to a musical interlude, this component can be added. It automatically unrolls a full-color photo that is both pleasant and inspirational to look at while listening to music and eating a snack.

MOST COMPLETE REMOTE CONTROL UNIT POSSIBLE



Since a still picture is a poor substitute for live TV,this all-in-one unit will solve every problem. A motion picture projector unit is coupled with all others to go on when the sound is knocked off. Along with pre-selected travel pictures or action shots, the viewer can employ funny mouthings, or musical accompaniment or a combination of both. In fact, when TV programs them selves are bad, it provides good uninterrupted feature-length entertainment.

MOST EFFECTIVE REMOTE CONTROL UNIT POSSIBLE

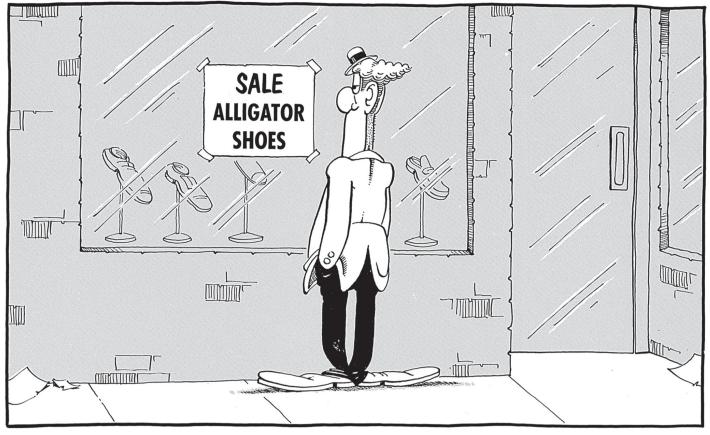


However, after carefully checking out this season's TV offerings, we've come to the conclusion that the programs are just as irritating as the commercials, and that this is the best remote control unit that you can use. Now, instead of exposing yourself to television brain-rot, your mind can be elevated and nurtured by more worthwhile pursuits. Like reading, l'rinstance. And we're not talking about reading this ray, you clod! Try something constructive!





ONE FRIDAY MORNING



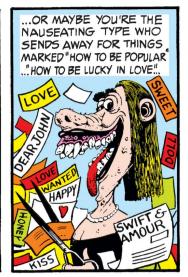
WRITER & ARTIST DON MARTIN



CUT-YOUR-OWN-THROAT DEPT .: AS OUR TINY RED EYES ROVE O'ER THE PILES OF DUSTY MAGAZINES IN OUR DARK LITTLE OFFICE, WE SUDDENLY REALIZE THAT WE'VE JABBED OUR POISONED PEN INTO EVERY PHASE OF COMIC BOOKS EXCEPT MAYBE LITTLE ODDS AND ENDS LIKE ... TRADE - MARKS ... COPYRIGHT STATEMENTS ... AND COMIC BOOK ADS !... SAY ... HOW'S ABOUT THEM.

BILLE

WHAT TYPE COMIC BOOK AD READER ARE YOU? ARE YOU THE FREELOADER TYPE WHO SENDS AWAY FOR ALL THINGS MARKED "FREE"?







ANYHOW ... LET'S TAKE A LOOK AT THESE TYPICAL-TYPE COMIC BOOK ADS! FORINSTANCE, HOW'S ABOUT THEM HYPNOTISM ADS ...

WRITER HARVEY KURTZMAN ARTIST WILL ELDER COLORIST MARIE SEVERIN



when you know how!

Want the thrill of imposing your will over someone? Of making someone do exactly what you order? You do, do you? Shame on you, you dirty low-down no-good bum! Note illustration. Contrary to what your miserable mind may be thinking . . . it is the girl who is about to hypnotize the boy. Notice the position of her eyes which play important part in hypnotism. Also notice the position of her hand behind back which also plays most important part in hypnotism mainly since hand is holding baseball bat! To get your copy of our system of hypnotism, listen carefully and concentrate . . . you are getting sleepy . . sleepy . . concentrate . . . you are getting sleepy . . sleepy . . concentrate . . . you will take out \$1.98 . . . \$1.98 . . concentrate . . . you will put it in an envelope with the coupon . . WITH THE COUPON . . concentrate . . you will go out and mail it and then you will wake up and you will go out and mail it and then you will wake up and when you do you will forget you ever read this comic-book
... CONCENTRATE mail coupon to ... Concentrate Inc., 998 98th St., N. Y. 98, N. Y.

Name _

Send me book on HOW TO HYPNOTIZE, oh master, for which I enclose \$1.98.

If not delighted, you will send my money back although I guess you will be delighted with my money.

CONCENTRATE INC., Dept. Welfgre

998 98th St., N. Y. 98, N. Y.

Cave Number .

Look at the wonderful prizes shown They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them. don't you! Admit it! By the way your beady little eyes are glistening and below.

you know you want them! Heh heh heh . . . they're yours, you hear . . . all yours! All you have to do is sell packs of my 25¢ a pack and get your father sign a paper I will send you your tongue is hanging out, beautiful Christmas Cards at "contract"!

I'm good old friendly "Uncle"
Louis, heh heh heh, and I've been
helping boys and girls earn MoNEY
for 36 years. I've been helping
hoys and girls earn plenty MONEY mainly for me

FIRST IN YOUR NEGHBORHOOD

Sell my pretty little packs to your cards, they'll feel obligated to buy them. By gosh, you can embarass ing a couple dozen packs. When sold every one of your relatives into buy-- send ME the MONEY. Refamily, friends and neighbors. easy. Even if thev don't need

Thousands of smart boys member – ME, the MONEY send – MONEY – ME.

and girls have been earning mainly because thousands of dumb boys and girls have also been earning prizes this way. prizes this way. You can too -

TRUST YOU...YOU FOOL YOU SEND NO MONEY, HEH HEH "Uncle" Louie Inc., Dept. Parks

CHEMISTRY

SET

THIS COUPON Today Boobyville, U.S.A.

Please send me your BIG PRIZE BOOK and one order of \$00 Christmas Packs. I will resell them at 25s each or clsc'. . . send you the money and choose my prize.

Bank Account Number

packs.

Address

CARDS JEAN, SEE THIS AD OF GOOD OLD 'UNCLE" LOUIE, IT'S AN EASY WAY TO GET THAT RANGER AXE'N KNIFE AIT I'VE ALWAYS

COUPON TODAY,
WILLE, I HAVE
LOTS OF RELATIVES I CAN
MAKE BUY THESE

CARDS ARE BEAUTIFUL.
THEY'RE A BARGAIN. I'LL
TAKE 998 PACKS. NOW
TON'T FORGET TO HINT TO
YOUR EATHER TO MAKE SURE TO MAKE SURE HIS WILL LIKE MY NAME IS

WAS FUN AND EASY



TO SELL OUR CARDS AND HERE'S THE MAILMAN WITH OUR PRIZES

... FREE Prize Book COST. MAIL Coupon for . . . heh heh Maybe with blood but without one cent

DRINKING CUP YOUR OWN



packs. Made es-pecially for hik-ing and camping name happens to be Dixie). Very be Dixie). Very useful in all sorts out. Your name on it (if your Your prize for selling a mere 25 emergencies.



st . . No

This swell outfit is not

packs of cards. WASHING MACHINE GENUINE DISH-



fun, especial-ly if you climb inside while in oper-Ideal for washing dirty dishes. Great selling 000 packs no mere prize at cost for ation.

mere 100,000

posure.

fully land-s c a p e d ground and a Southern ex-

REAL FACTORY

DELUXE CAR

CX C

CADILLAC

for Boys and

BEAUTIFUL WATCH for

WRIST

TRAIN AND CARS

RAILROAD



give you hours of fun. Yours without cost for sell-ing 500,000 packs. and water tank will This swell outfit, com-

MANSION, COMPLETE

COLONIAL STYLE

inst

selling

This swell outfit includes swell

with pullman cars and caboose, fully equipped. Plus five miles of track to run on. Don't miss this outht for 1,000,000 packs.

REAL FULL LENGTH STEAMSHIP

What fun you'll have running it on real steam. Has swimming pool n'everything. Complete with five miles call-water to run on. Choice of Black or Green. 100,000,000 packs.

Perform feats of Chemical

Magic. Make your own gunpowder and dynamite. This set for selling 100

cards.









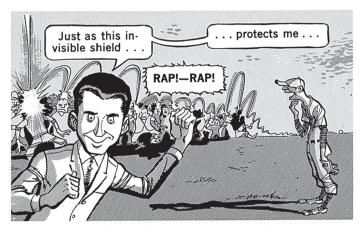
WE'D LIKE TO SEE

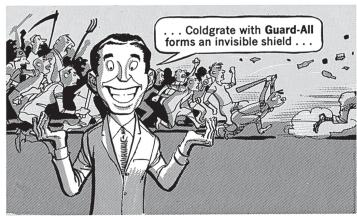
The Colgrate Commercial





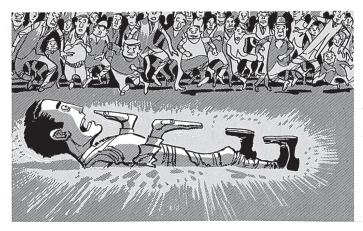


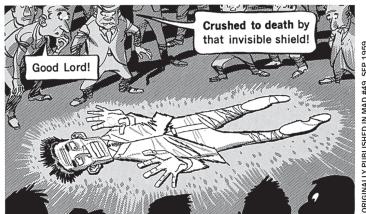
















SCAN ME! For our website stories, social media, cool WWN merch and our FREE NEWSLETTER www.weeklyworldnews.com





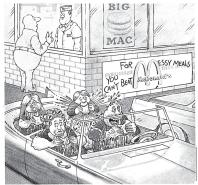
Spray cans and magic markers are changing the face of America. Every day, new bits of irreverence MAD shudder to think what might happen if those Graffiti Rascals ever started attacking that holy are added to trains, buses, buildings, billboards and any other available public surface. We at of holies, the Corporate Signature. Here are some of the horrors (heh-heh!) that could occur with

TRADEMARK

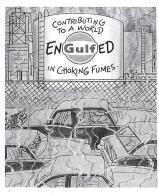
GRAGATA

WRITER & ARTIST AL JAFFEE

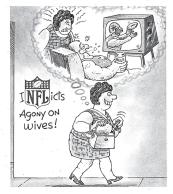










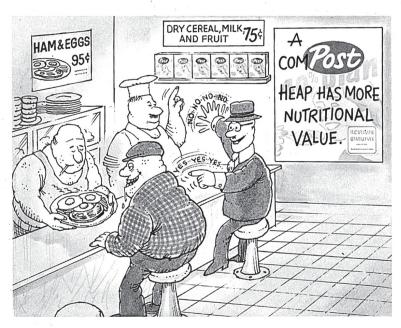


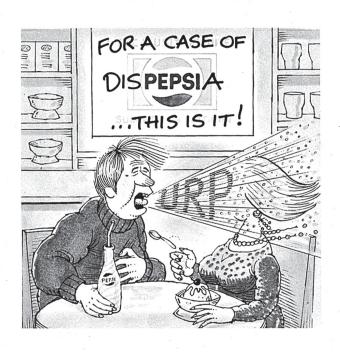








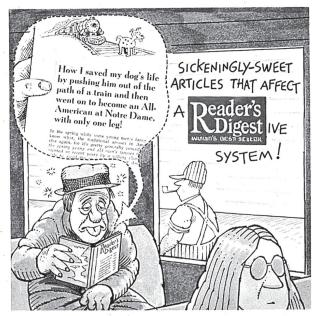


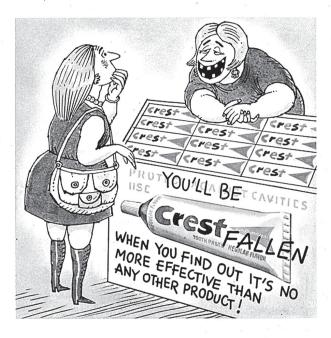




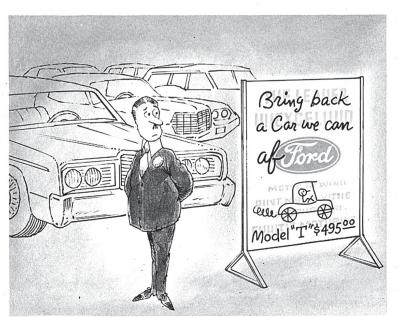










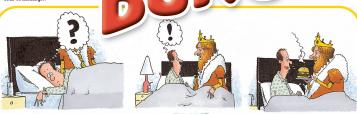






Right now, the Burger King is unavoidable. He's on TV, he's in print ads, he's on the internet this is the most attention a creepy, plastic-faced weirdo has gotten since the last Michael Jackson trial. At this rate, we dread opening up the comics page for fear of finding...













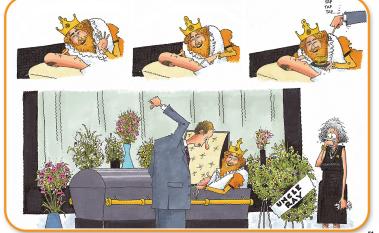


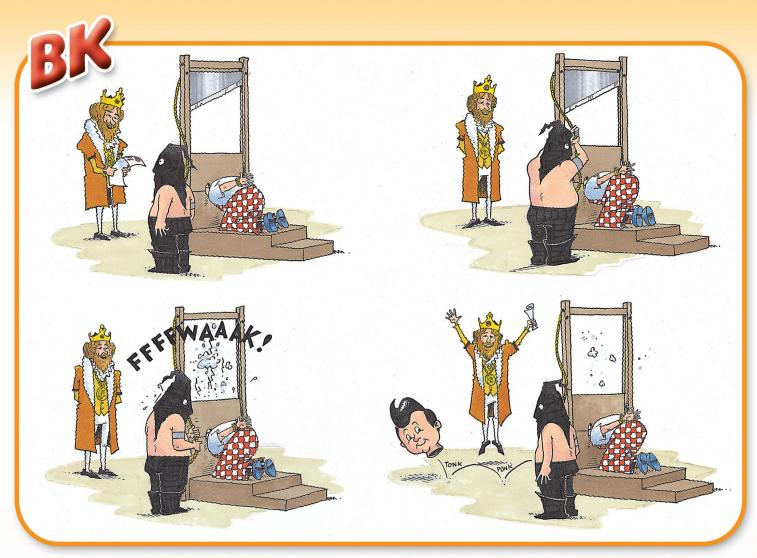




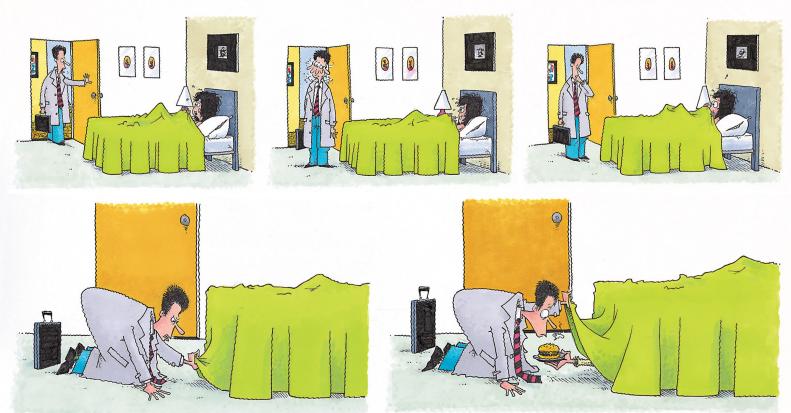








ORIGINALLY PUBLISHED IN MAD #464, APR 2006



MRS MABEL DUCK of Blickflicky, Wyoming, CLIPPED A DOZEN MONEY SAVING COUPONS A COLLEGE STUDENT OUT OF THE NEWSPAPER! from Biossomballs, Ind., UPON ARRIVING AT THE SUPERMARKET, SHE FOUND EVERY SINGLE ITEM IN STOCK IN THE PROPER SIZE AND WAS ABLE TO GET THEM ALL AT THE DISCOUNTED PRICES!

ELENORE of Cuthbert City, NJ,

BOUGHT A

CORDLESS PHONE

THAT PROVIDED STATIC-FREE, CRYSTAL

CLEAR RECEPTION FROM **EVERY ROOM**

IN HER HOME!

BOUGHT A NEW COMPUTER TO HELP WITH HIS SCHOOL WORK. AFTER UNPACKING IT, HE MIRACULOUSLY DISCOVERED

THAT EVERY CABLE, MANUAL AND CONNECTOR HE NEEDED WAS ACTUALLY INCLUDED IN THE BOX!

ANCE RIVERS

of Mantrasuck, Nebraska, CALLED UP FOR CABLE TV



AND THE COMPANY TOLD HIM THE EXACT DATE AND TIME OF INSTALLATION SO HE WOULDN'T BE STUCK AROUND THE HOUSE WAITING ALL DAY! EVEN MORE INCREDIBLE WAS THAT THE CABLE INSTALLERS

ACTUALLY KEPT THE APPOINTMENT!

SARA ANN Thornlieker ,

SAW AN AIRLINE ADVERTISEMENT FOR AN UNBELIEVABLY LOW

SUPER-SAVER FARE!



UPON CALLING THE AIRLINE, NOT ONLY WAS SHE ABLE TO PURCHASE THE TICKET FOR THE LOW PRICE, BUT SHE MANAGED TO GET THE EXACT DATE. TIME AND FLIGHT THAT SHE WANTED,

NO STRINGS ATTACHED!

BILL TUPPERGAST

of Cretinville, Texas, CALLED THE

DEPARTMENT

MOTOR VEHICLES

AND GOT THROUGH ON THE

VERY FIRST TRY!





The Shill Gasoline Commercial

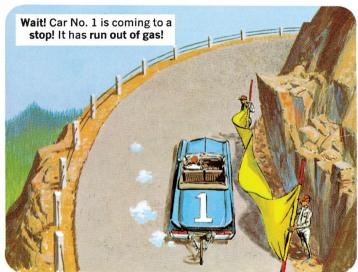
Here we are at the base of famous Mike's Peak with two identical cars. Both cars are using the same measured amount of Shill Premium gas. The only difference is—car No. 2 has the mileage ingredient "Flatformate"!



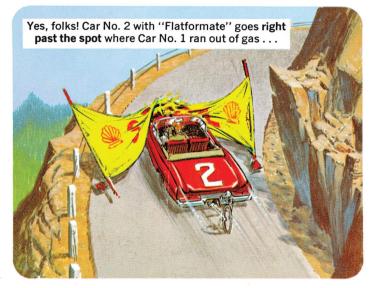


WRITER LOU SILVERSTONE

ARTIST GEORGE WOODBRIDGE









I JUST PUT A GAS STATION ATTENDANT IN MY TANK!



MAINLY BECAUSE I GOT SICK AND TIRED OF BEING EXPLOITED!

First there was that idiotic Tiger on all them boxes of Sugar Frosted Flakes—used by

Then came them ads for those Tiger paw tires on Pontiac's GTO Tiger to sell you

Then there's that ridiculous broad lying all over the Tiger skin on TV for

And finally there's this stupid idea of putting a Tiger in your car's tank by using



U.S.Royals





Does this ad look blurred io you?

It should look blurred to you. Mainly because it really is blurred. We photographed it out of focus on purpose, and we're printing it exactly like this in millions of magazines all over the country.

Why are we doing this? So you'll strain your eyes to read it, that's why!

We're also running ads with blurred pictures-so you'll strain your eyes on them, too! We figure if you strain your eyes bad enough on all our ads, you'll end up needing glasses. Pretty sneaky, ch?

Well, it was the best way we could think of to get you into our offices and shops so we could take you for plenty by overcharging for lenses and frames and eye-drops and like that. We, being all the greedy Optometrists & Oculists in the Better Vision Business Assoc.

A MAD AD PARODY

ARTIST JOHN PUTNAM

ORIGINALLY PUBLISHED IN MAD #82, OCT 1963

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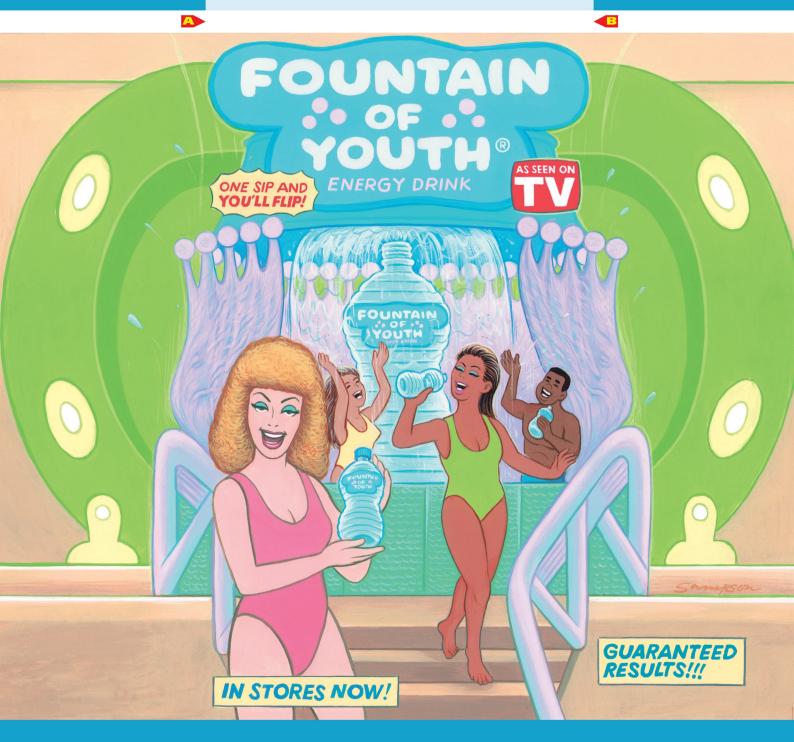
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MAD FOLD-IN

Advertising is all about story-telling. When a product has a compelling enough story, people are far more likely to buy it. However, when it's taken too far, some groups suffer dire consequences. To see one that has consistently been exploited by this practice, fold in as shown.





BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE
THE HONEST EFFORTS OF LEGITIMATE BUSINESSES.
SHREWD MARKETERS OF BOGUS PRODUCTS NEVER SKIMP
ON ADVERTISING—IT'S EXTREMELY EFFECTIVE BAIT.

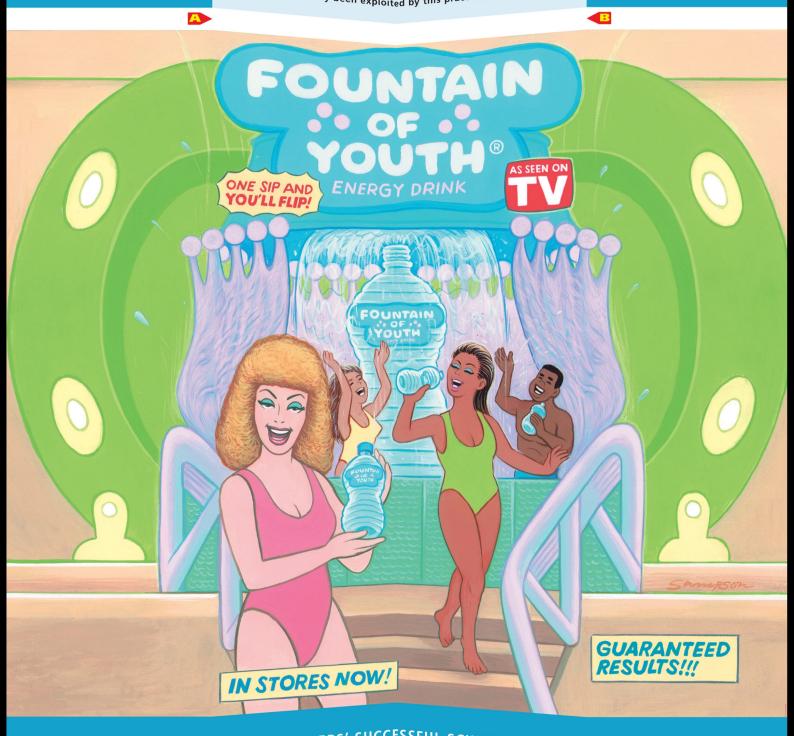




HERE WE GO WITH AN ALL-NEW

Advertising is all about story-telling. When a product has a compelling enough story, people are far more likely to buy it. However, when it's taken too far, some groups suffer dire consequences. To see one that has consistently been evel with the practice, fold in as shown. that has consistently been exploited by this practice, fold in as shown. **SWIPE FROM B TO A TO FOLD**





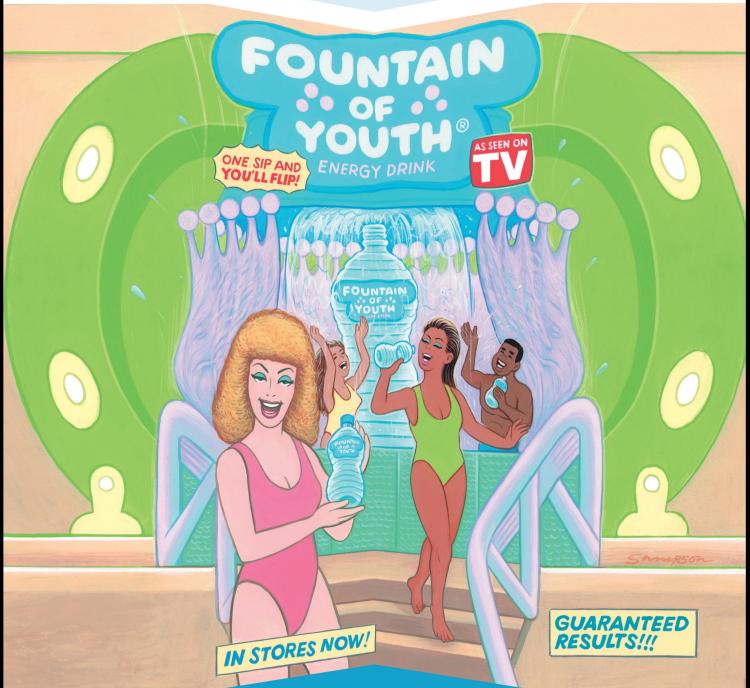
BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE THE HONEST EFFORTS OF LEGITIMATE BUSINESSES. SHREWD MARKETERS OF BOGUS PRODUCTS NEVER SKIMP ON ADVERTISING-IT'S EXTREMELY EFFECTIVE BAIT.

B



SWIPE FROM B TO A TO FOLD





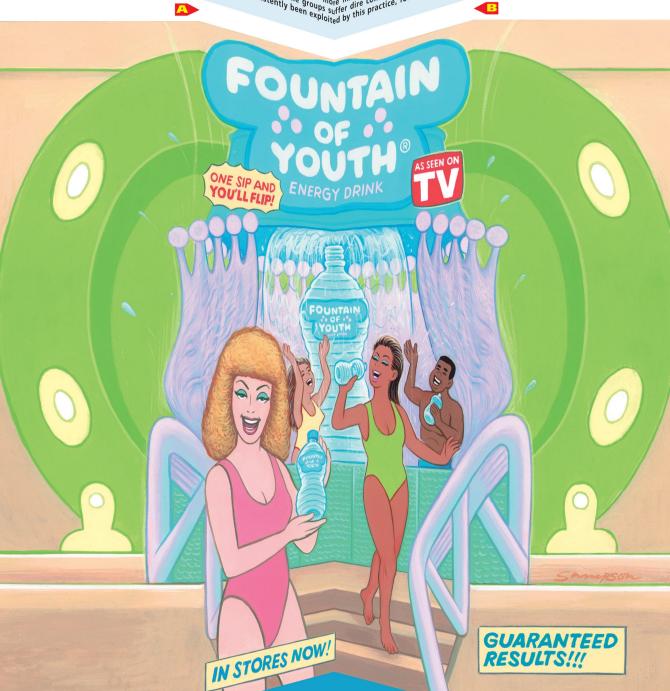
BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE THE HONEST EFFORTS OF LEGITIMATE BUSINESSES. THE HONEST EFFORM BOGUS PRODUCTS NEVER SKIMP EWD MARKETERS OF TRODUCTS NEVER SK ON ADVERTISING-IT'S EXTREMELY EFFECTIVE BAIT.

WRITER & ARTIST JOHNNY SAMPSON

B







BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE AZEN SWINDLERS OF LEGITIMATE BUSINESSES.

THE HONEST EFFORTS OF BOGUS PRODUCTS NEVER SESSION ARKETERS OF BUSINESSES. THE HONEST EFFORTS OF BOGUS PRODUCTS NEVER SKIMP THE HONE TERS OF THE PRODUCTS NEVER SK.

EWD MARKETERS OF THE PRODUCTS NEVER SK.

ON ADVERTISING-IT'S EXTREMELY EFFECTIVE BAIT.

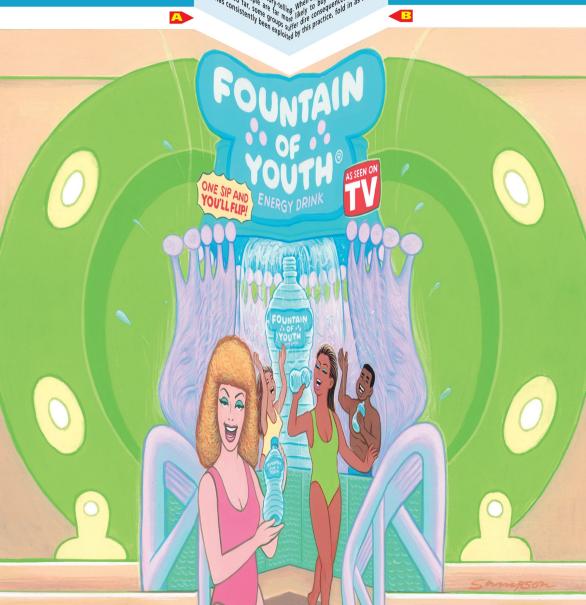
WRITER & ARTIST JOHNNY SAMPSON





GUARANTEED RESULTS!!!

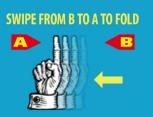
B



BRAZEN SWINDLERS' SUCCESSFUL SCHEMES UNDERMINE
THE HONEST EFFORTS OF BOGUS PRODUCTS NEVER SKIMP
ON ADVERTISING-IT'S EXTREMELY EFFECTIVE BAIT.

IN STORES NOW!



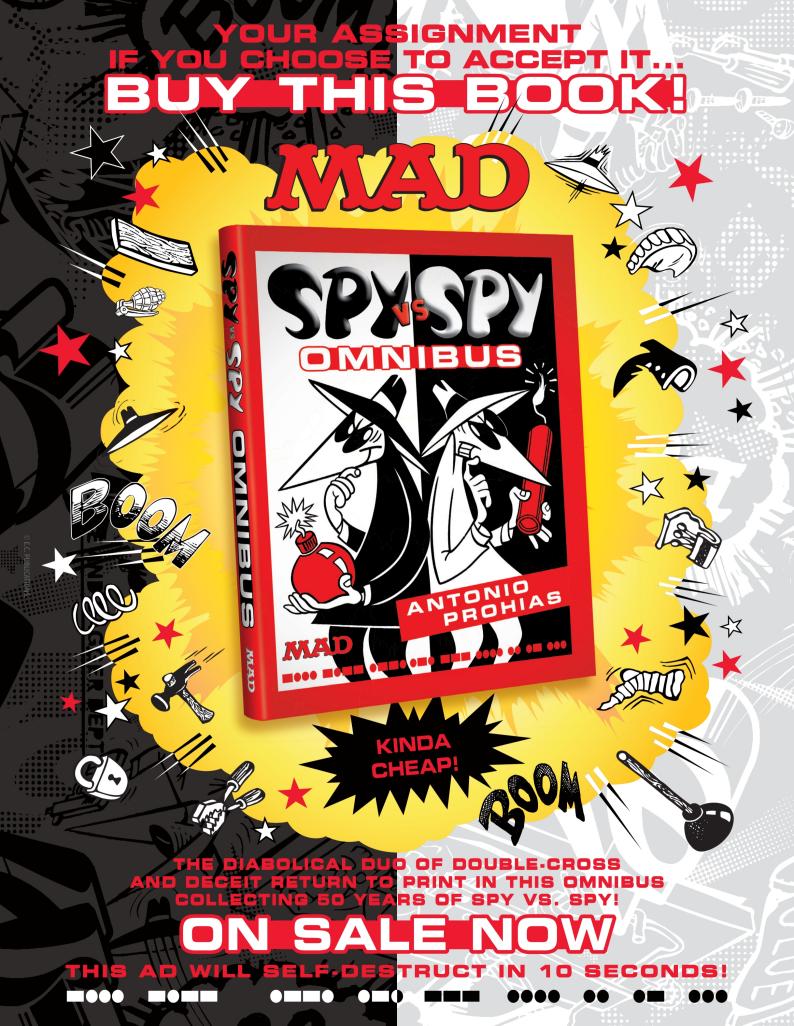




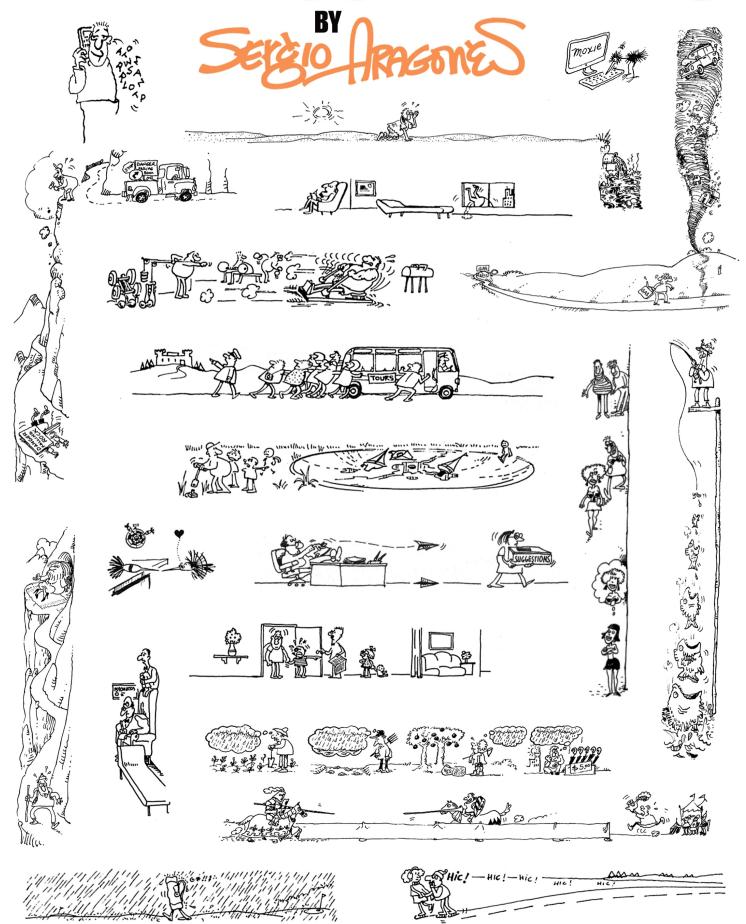
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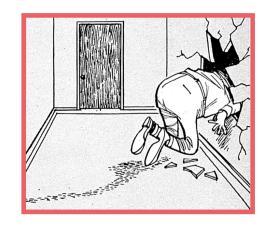


DRAWN OUT DRAMAS

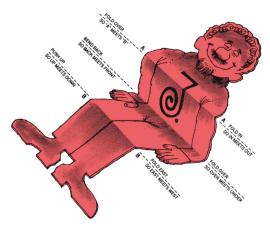


DIGITAL EDITION BONUS MATERIAL!

Do TV commercials drive you through the wall? Here is some extra advice on how to deal with those maddening, money mooching corporate sponsors from MAD #81, September 1963.



Al Jaffee's directs us to one more place to get bombarded by profit-oriented, visual impositions with the Fold-in from MAD #297, September 1990.



STEPPING AWAY FROM THE PITCH DEPT.

When you watch television, and the "Commercial-Break" comes on, do you just sit there stupidly, listening to idiotic advertising claims? Did you ever stop to figure out that you waste 120 to 150 seconds every time that happens? Aren't there more important things you could be doing in that time—like making a snack, or going to the "john", or taking care of other neglected chores? Well, now that TV Commercial-Breaks are becoming longer and more frequent, your editors feel that it is imperative that we present to the public:

THE MAD PLAN FOR BEATING TV COMMERCIAL-BREAKS

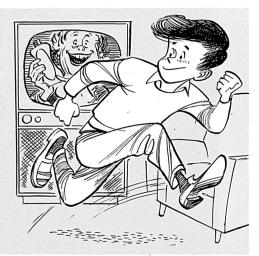
MAD EXPERT DEMONSTRATES EFFECTIVE USE OF TV COMMERCIAL-BREAK TIME



Value of intense training is shown by expert. Sensing impending commercial-break, he assumes a "ready" position.

Second stop is his Bedroom—where he answers three Homework questions, or studies one paragraph in 42 seconds.

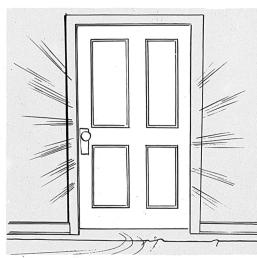




As opening shot of commercial flashes on TV screen, MAD expert blasts off on well-planned 120-second mission.

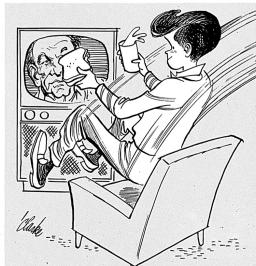
Next stop is Kitchen-where he makes 2 Baloney-and-Cheese sandwiches, and pours a glass of milk in 49 seconds.





First stop is Bathroom—where expert performs chore he has practiced and perfected to last exactly 24 seconds.

Last stop is back into TV seat—with food from Kitchen—in 5 seconds flat ... just in time for resumed program.



NEW MAD PRODUCTS FOR USE DURING TV COMMERCIAL-BREAKS

People in top physical condition can get around much faster and accomplish a lot more than people who are older and slower. MAD plans to introduce special aids for these slower people to help them make the most of TV Commercial-Break time. These devices will also help the people in top physical shape by cutting down the accident rate during those moments of wild dashing around.

THE CORNER GRAB-BAR



Old Way



As Commercial-Break comes on, viewer bolts from chair, heads for kitchen.



Due to inertia, viewer loses precious time making wide turn rounding corner.



Even sadder is when he loses balance, hits wall, and misses rest of program.

New Wav-with Corner Grab-Bar



Viewer again bolts from chair, heads for that tricky, treacherous corner -



But this time, "grab-bar" is there - and he can make tight, graceful turn.



Hurled safely in right direction, he also shaves 4 secs. off his best time.

Old Way



As Commercial-Break comes on, viewer bolts from chair and heads for door.



When he gets to door, he has to stop and pull it open, losing 3½ seconds.



Sometimes he forgets, and pushes door open, losing \$20.00 - for a new door.

ELECTRIC-EYE DOOR-OPENER New Way —with Electric-Eye Door-Opener



As commercial comes on, viewer jumps up, breaking electric eve light beam.



Broken light beam automatically opens door in plenty of time for viewer...



And he passes through safely, saving time and money ... and mainly, injury.

THE WARNING BUZZER



Attaches to TV set. Operates when it picks up extra-loud irritating volume of commercial, automatically shutting off sound. 10 seconds before program is about to resume, sets off warning buzzer. Good for taking quickie naps.

THE TELEPHONE CUT-OFF



Attaches to your telephone. When any call lasts longer than a Commercial-Break, just press the special button which produces noisy interference on the phone lines, giving you a perfect excuse to get off and back to TV set.

SURE-GRIP OVERSHOES



These soft rubber soles fit over your shoes and make it possible to execute swift, safe, silent movements during "commercial dash". Highly recommended for large families that sound like a thundering herd stampeding thru house.

MASTER CONTROL PANEL

This is a somewhat elaborate and expensive item, but well worth it for those who want to save up to 59% more time. As Commercial Break comes on, viewer presses appropriate button. By the time he arrives at his destination, things are ready and waiting, eliminating much wasted effort. A custom-made hook-up can be designed for individual needs.



SPECIAL MAD TV GUIDE LISTS COMMERCIALS

Tells exactly when commercials are scheduled, how long they will last, and suggests things that can be accomplished during each.

MAD'S

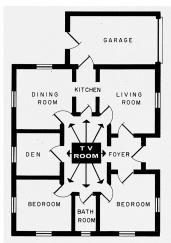
GUIDE

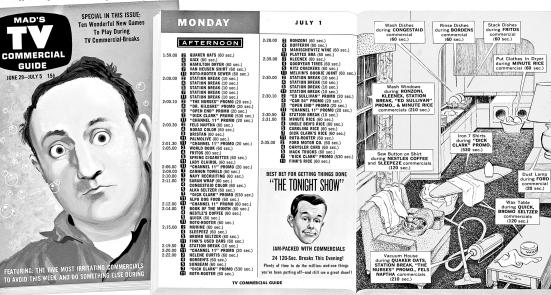




MAD-DESIGNED HOME IS SPECIALLY ORIENTED TO TV COMMERCIAL-BREAKS

The "MAD TV Home" is specially designed for people who want to make the best use of TV Commercial-Break time. Note that centrally-located TV Room has doors leading to every other room in house. This design makes it as easy to dash into the kitchen for a quick "snack" as it is to rush pell-mell into the bedroom to make up a bed.



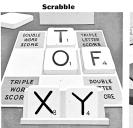


POPULAR OLD GAMES RE-DESIGNED TO FIT TV COMMERCIAL-BREAK TIME SCHEDULES

Many people have nothing in particular to do during TV Commercial-Breaks, but that's no reason to abandon them to the sickening fate of having to watch the disgusting things. Besides, TV itself has already cut down sharply on the amount of time people used to spend playing games. Although full-size games would be interrupted too often, these old favorites have been re-designed by MAD so that an entire game can be completed during a Commercial-Break.



Checkers











4. Long, slimy fishes

1. Halt

2. How to tell a horse to stop. 9. Conjunction

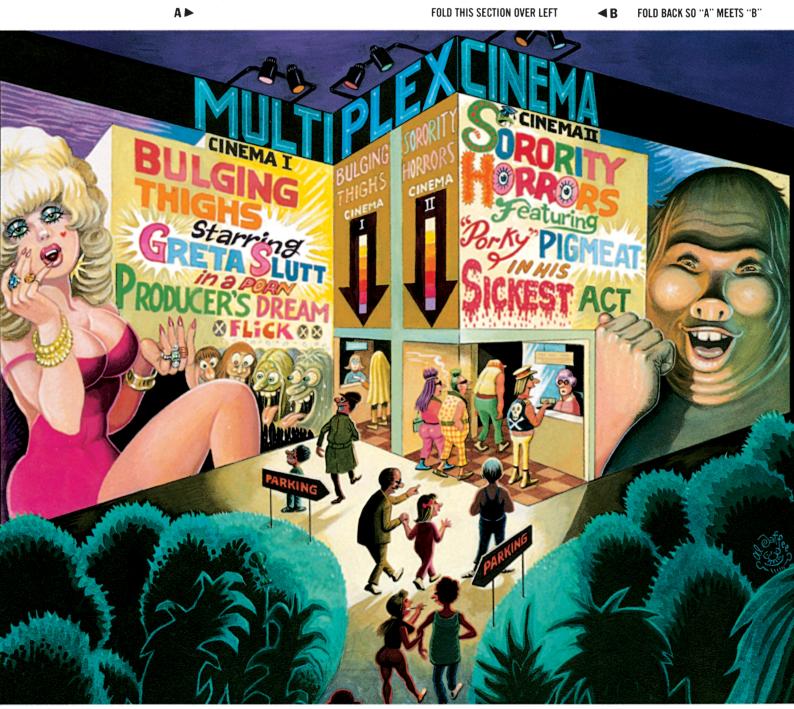
Cross-Word Puzzle

WHAT IS
THE MOST
SICKENING
TREND IN
MOVIES
TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.





COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MER-CILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

WHAT IS TREND IN **MOVIES** TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.



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FOLD BACK SO "A" MEETS "B" **⋖**B



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IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS. WRITER & ARTIST AL JAFFEF

WHAT IS **MOVIES** TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS

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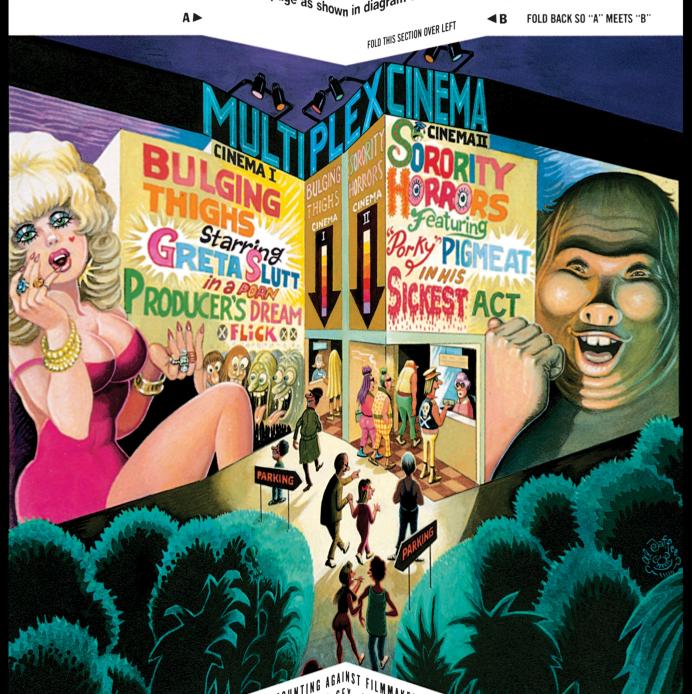
IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

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TODAY?

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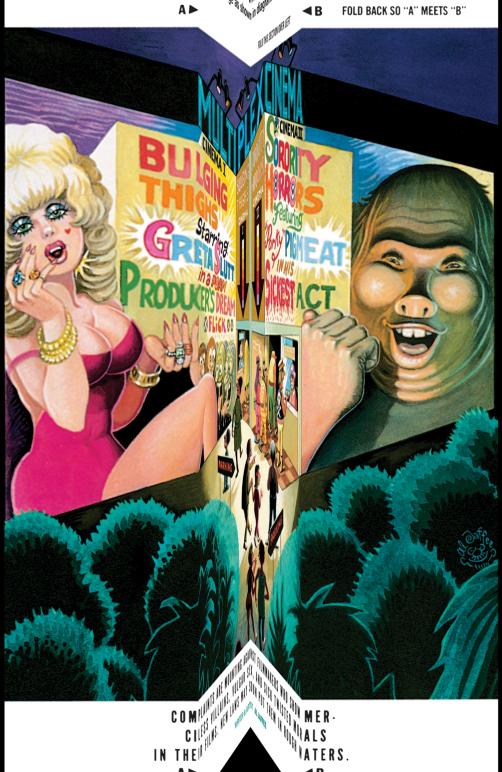






FOLD PAGE OVER LIKE THIS!

FOLD BACK SO "A" MEETS "B"



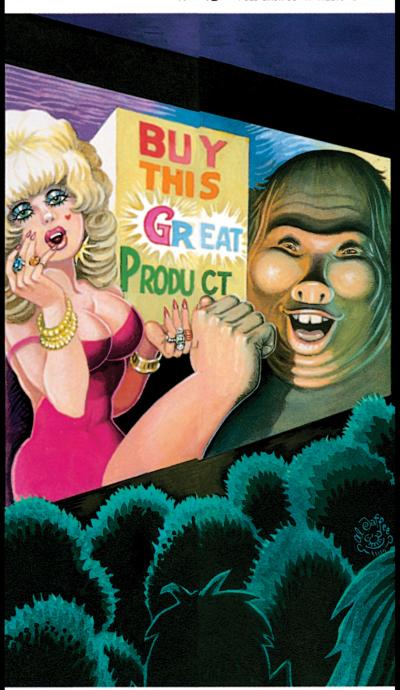
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WHAT IS THE MOST SICKENING TREND IN MOVIES TODAY?



FOLD PAGE OVER LIKE THIS!

A ► ■ B FOLD BACK SO "A" MEETS "B"



COMMER-CIALS IN THEATERS. A►⊲B

